Have you tried the BuB app yet?

The widely-read library journal »BuB« has the highest level of distribution in German-speaking countries. It makes use of several different formats to disseminate information: the website www.b-u-b.de provides up-to-date information on a daily basis; colourful, attractively designed print issues are published monthly, and our app now offers a digitally enhanced e-journal. The latter provides news and reports that could not be published in the print edition, photo galleries, interactive maps, audio commentaries, videos and direct links to external websites. Through the digital edition of BuB you have the opportunity to easily direct readers to your website or product catalogues. The app has already been installed on 7,400 devices. Over 25 percent of those who read the print edition also read the e-journal.

Advantages of Advertising in the App

1. Multimedia advertisements
   In our print edition we publish your text and images. In the BuB app we can include additional videos, animation and picture galleries. Take advantage of this media mix in your next BuB advertisements.

2. Just one click
   We can link your print advertisement to your homepage or a specific product on your website. With just one click our readers can reach you and find out more.

3. Mixing media
   Integrate product videos, animated press releases or a photo gallery of a recent event. Using the icons we place in your advertisement, readers immediately see the links. A summary of the icons available is given below.

4. Direct contact
   If you include a contact address in your advertisement, we can set up an e-mail link. This motivates the app user to get in touch with you directly. Sending you an inquiry is no longer complicated.

5. Permanent advertising
   Issues of BuB are permanently available for downloading from the archive. Downloaded issues are available to readers on their mobile devices without any time limitations.

6. Limited advertising space
   In BuB there is a strict allotment of space available for advertising. Thus we are always scouting for interesting advertising partners that are of special value to our readers. BuB readers shouldn't feel overwhelmed by too many ads.

7. Expand your range
   With your advertising links you can reach out to younger readers of the smartphone generation. Our hyperlinked advertising space provides you additional channels of contact.

8. Shortest path to your product
   Your products will be directly linked to your advertisements in the digital edition. With a simple click on the advertisement a user is one step closer to making a purchase. Advertising and sales are now more closely aligned.

9. Comprehensive research options
   Libraries and other institutions subscribe to BuB for their staff members. The e-journal lends itself very well as a research tool on the workplace PC. All BuB editions can be searched with keywords in order to select the relevant issues for downloading.

Zahlengrafiken: ravennka / Fotolia
The links to your online advertisement

Use our e-mail function so that new customers can contact you quickly and easily.

Establish hyperlinks to the relevant product pages in your advertisement.

Multimedia advertising now offers a whole new range of opportunities.

These are the app’s additional features:

- **Picture galleries**: Enrich your advertisements with an inspiring range of images.
- **Would the reader like to contact you?** The integrated e-mail function makes it possible.
- **Mapping**: Where is your company located? The map function makes it more visible.
- **Just one click lets you and your customers get connected** – thanks to the convenient hyperlinks in the new app.
- **You want to showcase your product videos?** Include them in your advertisement on the BuB app.

Try us out!

Do you prefer the comfort of reading BuB on your PC?
At [https://bub-app-web.bib-info.de](https://bub-app-web.bib-info.de) you will find the browser version which ensures optimal viewing quality on desktop PCs and laptops.

Get in touch with us

Berufsverband Information Bibliothek e. V.
Zeitschrift BuB – Forum Bibliothek Information
Postfach 13 24, 72703 Reutlingen

Contact partner for media service: Miriam Stotz
Tel. + 49 711 / 78 19 88-34
Fax: + 49 711 / 78 46-401
anzeigen@bib-info.de